



9/11/2023

The purpose of the Massillon Community Arts Council is to encourage cultural enrichment in the greater Massillon community, working with individual artists, organizations, businesses, and other groups to provide support and promote arts activities.

Objectives

- 501c3 Update
- Massillon vs. “McKinley” Art Contest Updates
- Artoberfest Updates & Preparation
- Discussion Re: December Market
- Future Events & Meetings

501c3 Update

- Our PO Box (1408) was renewed.
- We are officially a 501c3 nonprofit organization! Yay!
- Planning to look into 501c3 grants after Artoberfest (i.e., Stark Art’s Grant).

Massillon vs “McKinley” Art Contest

- McKinley opted out of participating in the art contest this year because they’re not interested in collaborating with Massillon Organizations (Haters Gonna Hate).
- Massillon Student Art Contest is scheduled for October 6th, 2023.
- During our August meeting, MCAC members voted **YES** to “My School’s Tradition” being the theme of this year’s contest.
- Event Objective: Massillon students will submit artwork that coincides with this year’s theme in collaboration with Massillon art teachers and our future local artists!

Massillon Artoberfest Updates & Preparation

- Artoberfest will be **Saturday, October 7th, 2023** with MCAC vendors at Paradigm from noon to 4 pm, however, this event will be promoted as an all-day event in downtown Massillon.
- Currently we have 32 local vendors/artists signed up and paid for this event!
- You can still sign up for this event at our website: [2023 Annual Artoberfest Vendor Application – Massillon Community Arts Council \(massillonarts.com\)](https://massillonarts.com/2023-annual-artoberfest-vendor-application)
- Artoberfest signs have been purchased and placed in various locations downtown.
- Israel will email Barbara re: blocking off North Street.
- Jenna distributed small pumpkins (i.e., 5) to a few members to paint/decorate and place downtown or near participating businesses (Israel: near paradigm; Maria: near Erie St Vinyl; Susan: near Krackpots; Kelsey: near Sangria Stand). Israel will share pumpkins in a social

post once we have at least 3 back or out in the community and encourage people to post and tag MCAC if they spot one.

- Jenna will be sending out an email with instructions for guerilla marketing campaign on social media. Plan to call if MCAC Attacks! 😊
- Would like physical Artoberfest flyers to be printed out and posted downtown, at the high school, etc. asap.
- Lotus Groove planning to use a stamp/punch system through Event Bright for passport system.
- Israel is planning to purchase volunteer lanyards for MCAC members to wear at the event.
- Jenna to reach out to Liebermann's re: donut donations for vendors during setup. Lumen Roast (a new local roastery) has offered to donate coffee.

Santa Con Involvement Discussion

- Santa Con is a well established event happening downtown in December.
- Main points during discussion:
 - Could we assist with giving artists opportunities to do live art at participating venues? This could be visual art or performance.
 - Seems like more of a bar crawl and doesn't align well with our mission.
 - Could we contribute from a charity aspect as a non-profit organization?
- Most members were in favor of coordinating a charity during this event and having donation bins/baskets at participating venues. Discussed possibly providing art supplies for Boys & Girls Club, YMCA, or Legacy Group.

Brainstorm Discussion on How we Can Expand Our Reach in The Community

- Making MCAC more available to community members, specifically open-door policy re: any artistic needs.
- Krackpots discussed wanting to bring back Last Saturday in Massillon and involving MCAC by connecting local artists with downtown businesses.
- Would like to develop a MCAC Mural Team to get more murals in downtown Massillon. Previously discussed with Mayor Kathy re: allowed colors for historic versus non-historic buildings (i.e., historic: black/gray; non-historic: pops of color).
 - Lincoln Theatre is adding wings and discussed movie themed murals with MCAC.
 - In the future, plan to send an email to all MCAC members to see who would be interested in being apart of a mural team.
- May explore the Community Band Grant for possibility of developing an MCAC band, which could be beneficial for small events and holiday caroling.
- Discussed MCAC participating in the local parades to increase brand awareness. For parades or downtown we could paint a banner or ask MCTV, Aqua, etc., to sponsor a banner.

- Plan to reach out of Massillon Museum to see efficient ways for use to collaborate in the arts together as a community.
- Krackpots offered to let MCAC operate a booth at their craft shows free of charge. Would need to claim a date (i.e., Nov. 18th or Dec 16th).

Local Artist Opportunities

- Massillon City Health Department is look for **sticker designs** based around mental health, healthy lifestyle, overdose awareness, infant mortality, and teen health topics.
 - Contact Kathryn Markham at KMarkham@massillonohio.gov
 - Work Phone: 330-809-0397

Next meeting will be October 9th, 2023 from 6:30 to 7:30 pm at Wolf Games and Models

- Plan to discuss Artoberfest
- Thank you cards for vendors/donors to send out after event.